

EEO Public File Report

KALW(FM), San Francisco, CA Reporting Period: August 1, 2020 to July 31, 2021

I. FULL-TIME VACANCY LIST

II. RECRUITMENT SOURCE LIST

NO FULL-TIME EMPLOYEE VACANCIES FILLED DURING THIS PERIOD

III. OUTREACH INITIATIVES

1. In 2013, KALW launched its AudioAcademy: a tuition-free, nine-month-long training program open to the community and aimed at building skills in journalism and audio storytelling. Fellows learn journalism and broadcasting skills, including writing for audio broadcast, voicing, writing and performing live newscasts, pitching stories, critically analyzing the media, public speaking, reporting stories, producing interviews, sound engineering, working with a team, and basic on-air studio production.

Outreach publicizing the Audio Academy specifically targets organizations and educational institutions serving youth, women, and people of color: The Asian American Journalists Association, Bay Area Black Journalists Association, Youth Radio, OutLoud Radio, the Renaissance Journalism Center at SF State University, Maynard Institute, Ella Baker Center, New America Media, City College of San Francisco Journalism and Broadcasting Departments, Youth Speaks, Women & Gender Studies Department at SF State University, Youth Speaks, National Association of Hispanic Journalists, CSU East Bay Communications Department, Women's Audio Mission, and Urban Knights Radio at the Academy of Arts University.

In addition, KALW makes use of social media spaces, list serves, and online forums to publicize this program, including Radiogines and the People of Color in Public Radio Facebook page.

The result has been a diverse applicant pool, and a diverse group of fellows selected to participate. Out of 16 graduates over the last two years, eight were women and 11 people of color. Many people who have completed our Audio Academy in previous years, including the most recent one, have moved into full time work as journalists throughout the United States at outlets including NPR,

the Washington Post, the Christian Science Monitor, Al Jazeera, WNYC, KQED, Snap Judgment, Gimlet, and NBC podcasts.

2. Every summer since 2009, KALW has hosted interns from the Academies of Information Technology in San Francisco's public high schools. In the summer of 2020, we hosted seven interns in our six-week summer high school podcast institute. One was Black, one was Muslim, three were Asian American, and six were female. We have been working with the young Muslim woman this summer on a social media project.

We also work in several high schools on a regular basis, hosting week-long workshops within Media Academies and serving hundreds of students over the last many years. The diversity makeup of these classes reflected the demographics of the district, which is about 35% Asian American, 27% Latino, 7% African American, 28% English Language Learners and 55% socioeconomically disadvantaged. During the on-site workshops, we showcase the work done by professionals in the audio journalism field, illuminating possible career paths. We train students on how to write and be edited, to speak publicly, to use audio recording equipment properly and to constructively evaluate and improve their work.

Specifically, all of our on-site school workshops culminated with discussions of and invitations to participate in KALW's summer high school podcast institute, which provides an outstanding foundation for developing a career in broadcasting. In September and October of 2020, KALW created the podcast [tbh](#): by, about, and for teenagers.

Because of the pandemic, we were unable to pursue the on-campus work in the last academic year, but we look forward to doing so again as soon as possible — hopefully during the 2021-2022 academic year.

3. We have established an audio journalism training program for incarcerated persons at San Quentin State Prison and California State Prison, Solano, which enables incarcerated people to tell stories of prison life which are then aired on KALW and in the podcast Uncuffed, exclusively featuring the voices of incarcerated people and the work they produced. Uncuffed was recognized by the New York Times as a recommended podcast. During this reporting period, KALW worked with 17 men, nearly all of whom are men of color. They have produced several dozen stories for broadcast and also shared valuable insights about life inside the prisons as the pandemic set in. The training program also employs a five-person advisory committee, four of whom are Black men.

4. Each summer since 2004, KALW has run a news trainee program, in which adults of diverse age, gender identities, and races/ethnicities learn skills in audio journalism using a similar, but truncated, curriculum to our Audio Academy. For the summers incorporated into this reporting period, we have 18 news trainees, including 12 women, 2 Pakistani- Americans, 3 Black Americans, 1 Latina American, and 5 Asian Americans. Many people who have completed our summer training program in previous years have moved into full time work as audio journalists throughout the United States at outlets including the Washington Post, Reveal from the Center for Investigative Reporting, and NPR, among others.
5. Over the past two years, we have engaged in training for staff, including one-on-one mentorship from our news director with our announcer operators (local hosts and board operators), which emphasizes writing for radio and editorial judgement for daily news breaks and breaking news. This is in preparation for the anticipated announcement of two open permanent positions that will prioritize these skills.
6. On Saturday, April 17, 2021, KALW participated in the Berkeley Journalism: Media Mayhem Career Fair and Networking Event hosted by Berkeley Journalism and the graduate school's National Association of Black Journalists (NABJ) student chapter. The General Manager gave informational interviews to students who signed up for 20 minute time slots over three hours.
7. On May 19, 2021 from 10am-2pm, managing editor David Boyer attended the California College of Art Career Expo to meet students interested in graphic design and visual communication for public radio and KALW. He met with many students and then worked with the administrators in CCA's Career Services office to connect KALW to CCA on the Handshake.
8. In June 2021, GM Tina Pamintuan published the article ["3 Steps Towards Making NPR More Inclusive and Diverse"](#) in Nieman Reports, the journalism leadership magazine of Harvard University. She has received multiple requests to speak on this topic for journalism outlets, including for NPR's Women in Tech employee

group. She has also received multiple emails from managers at NPR stations across the country regarding advising for HR, and hiring practices, as well as sharing resources for recruitment.

9. In fall 2020, KALW was one of the first stations in the country to sign on the [Public Media For All](#) commitment. In celebration of this commitment, KALW held a day of action with stations around the country on November 10, 2020, to work on better methods for handling conflict and difficult conversations within and across staff teams (this work continues via an on-going training and mentorship consultancy with [Faster Than 20](#)). KALW also created a survey to receive feedback on the biggest DEI priorities as ranked by our staff community and in June 2021, we presented an update on our progress and set priorities for the next three years on benchmarks for DEI work at KALW.

10. In July 2021, we increased the number of music programming hosts on-air from underrepresented communities in media including hosts from the following backgrounds: 3 Latinx, 1 Black, 1 Asian American, 1 LGBTQ identifying, 3 female. Our first part-time music programming advisor, a Black man, began working with us in February 2021.

11. KALW's news department made two part-time hires during this reporting period. Our new news story editor is a Black man and a Muslim. Our new news line producer is Asian American. We promoted an African American woman into a leadership role. We also recently contracted with two reporters — a white woman and an Asian American man — on health reporting projects.

Our podcast project, The Spiritual Edge, employs Black women as the lead editors.